

In the Claims

Please cancel claims 1-8 and insert therefor new claim 9- 16 as follows:

1 *sub*
2 *bi* 9. A network for targeting an individual operating a microcomputer in order to offer to
3 individual's present location, said network comprising:

4 means associated with the microcomputer to microwave-link the microcomputer to
5 an Internet highway;

6 means associated with the microcomputer to indicate the individual's present
7 location;

8 means to convey over the microwave link from the microcomputer to a web site on
9 the Internet highway, the identification of the individual and the individual's present location,
10 thereby providing his full address;

11 means at the website storing profiles of a multitude of individuals who are consumers
12 of the goods or services to determine from the profile of individual whose address has been
13 forwarded to the web site, which goods or services are appropriate to said individual and are
14 available at a place reachable from his present address; and

15 means to convey from the web site to the microcomputer an offer to supply said
16 appropriate goods or services.

1 10. A network as set forth in claim 9, in which said microwave-link is provided by a radio
2 transceiver.

1 11. A network as set forth in claim 9, in which case present location is indicated by a GPS
2 receiver.

1 12. A network as set forth in claim 9, in which said microcomputer has an e-mail address
2 that identifies the individual.

1 13. A network as set forth in claim 9, in which said profiles are stored in a data bank.

1 14. A network as set forth in claim 9, in which the profiles are analyzed by a programmed
2 computer to determine which goods or services are appropriate.

1 15. A system to identify individuals who are potential customers for various goods or
2 services, said system comprising:

3 a data bank in which is stored a multitude of individuals who are consumers and their
4 respective profiles which include the individual's preferences in regard to various goods and
5 services; and

6 means to determine whether a particular individual is included in the data bank, and
7 to then analyze his profile to determine whether he is a potential customer for specified goods or
8 services.

1 16. A system as set forth in claim 15, in which said means include a programmed
2 computer.